

Session 1: Elevator Pitch

Practice Exercise: Develop a pitch for this wheelbarrow.



Pitfalls:

- _____
- _____
- _____

Good pitches contain: issue/pain + movement + metrics/adjective

Issue examples:

Productivity, customer retention, profit margin, waste, time, security, costs

Movement/verb examples:

Increase, cut, enhance, grown, free up, eliminate, revitalize, balance

Metric/adjective examples:

More than ever, never, percentage, better than competition, like new

Example: "We help companies reduce payroll expenses by 15%."

Your pitch:

Issues: _____

Movement/verbs: _____

Metrics/adjectives: _____

Pitch 1:

Pitch 2: